

CITY OF NEW BERLIN

ECONOMIC DEVELOPMENT WATCH



Volume 5, Issue 1

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Business Resources

- The UWM Small Business Development Center works with new entrepreneurs to turn ideas into viable business concepts and with established businesses to improve their performance. They can be reached at 414-227-3200, 800-222-3623, or sce@uwm.edu.
- The Federal Deposit Insurance Corporation (FDIC) recently created a new hotline where small business can call for help regarding credit availability. The toll-free number is 855-334-2249.
- SCORE, counselors to America's small business, a resource partner to the U.S. Small Business Administration, provides free confidential business counseling. You can contact them at 414-297-3942, or visit their website at www.scoresewisconsin.org.
- The Wisconsin Women's Business Initiative Corporation provides hands-on assistance to business owners through classes, one-on-one assistance, and access to capital through direct lending programs. Download an application from their website at www.wwbic.com or call their lending department at 414-263-5450.

THE INSIDE SCOOP

ECONOMIC DEVELOPMENT NEWS

BY AMY L. BENNETT, AICP

Happy New Year! The Community Development Department is looking forward to a busy and exciting year in New Berlin!

The City recently adopted Zoning Code changes related to the South Moorland Road Corridor Plan. Three new zoning districts have been created including the M-3, Section 34-35 Business Park Development District; R-6, Section 35 Low-Density Single-Family Residential District and P-2, Section 35 Park Complex District. For more information regarding the changes, please see the City's website at www.newberlin.org/index.aspx?NID=216

The preliminary plat for the Kohler Ridge Conservation Subdivision on 178.04 acres along Lawnsdale Road was approved in January. The proposed subdivision includes 47 lots and one outlot north and one south of Lawnsdale Road to be designated as the permanent open space required for a conserva-



Prospect Creek Development - Panera Bread

tion subdivision. Construction is expected to begin later this year.

Prospect Creek Developers, LLC is developing 2.80 acres at the southwest corner of Moorland Road and Beloit Road. The multi-tenant building will include a Papa John's Pizza and a Mattress Firm retail

store.

An approximate 3,006 sq.ft. Arby's drive-thru restaurant, now open, is located on the western portion of the lot, closest to Beloit Rd. The Panera Bread Restaurant, approximately 4,320 sq. ft., includes a drive-thru and outdoor dining area. Look for an opening soon!

DISCOVER NEW BERLIN COMMUNITY FAIR

BY ED HOLPFER, NEW BERLIN CHAMBER DIRECTOR

With the start of the New Year, preparations for the 2016 edition of Discover New Berlin are now in full swing. This year our Third Annual Business and Community Fair is moving to a larger space at New Berlin West to accommodate more exhibition space as well as more family-friendly activities. Booth Rental Contracts and the layout of the show floor are now available so exhibitors may begin selecting their booth spaces. To receive information about becoming an

exhibitor please contact the New Berlin Chamber of Commerce & Visitors Bureau for a [Discover New Berlin 2016 Exhibitors Packet](#).

Chamber members and non-member businesses are being contacted by representatives from the Milwaukee Journal Sentinel (publishers of this year's show program) to explain the various advertising opportunities available in conjunction with this year's show.

The City has already committed to participate, including the Police

and Fire Departments, along with many other city departments. The New Berlin School District will provide family-friendly games and activities in their KID'S FEST area, along with displays from local day care providers. The school district will also provide a wide array of entertainers and performances on the Entertainment stage located in the Main Entry area along with several local food vendors. Local churches, non-profits, charitable and service organizations,

ECONOMIC DEVELOPMENT NEWS (CON'T)



Follow
New Berlin's
Department of Community
Development on Facebook, Twitter,
LinkedIn & Instagram!

Home Buying Seminar !
Presented by
First Financial Centre Bank
At
The New Berlin Library
March 23, 2016
6:00 to 7:00 PM

RSVP 262.317.8151
More info:
<http://www.newberlin.org/index.aspx?nid=585>



National Retail Building

The Redmond Company began construction on a 5,600 sq. ft. multi-tenant retail building at approximately 3721 S. Moorland Road.

MOD Pizza, new to Wisconsin, is one of the approved tenants for the building. MOD Pizza is a fast-causal pizza restaurant that serves made-to-order artisan pizzas and

hand-tossed salads. Stay tuned for an opening date!

An application has been submitted for a 6,000 square foot PDQ Convenience Store with gas station and car wash at 2101 S. Moorland Road in the New Berlin Industrial Park.

This item will be reviewed at the March 4 Community Development Authority meeting .

The public is encouraged to visit the DCD website at www.newberlin.org or Facebook page for project up-dates and photos. Follow DCD on Twitter @newberlindcd and Facebook <https://www.facebook.com/CityofNewBerlinDepartmentofCommunityDevelopment/>

February 2016						
MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29						

www.nba2016.com

• Denotes DCD related meetings

Click on the calendar above to view meeting details



DISCOVER NEW BERLIN (CON'T)

will also be on hand to tell their stories and inform residents of their activities.

Once again, the event will feature a Job Fair along with a series of presentations aimed at providing valuable information to visitors on a variety of topics.

Don't miss the chance to participate in what is surely becoming the premier event to promote business and com-

munity in New Berlin! Our goal as a Chamber is to promote the city and our local businesses to the residents of New Berlin and the surrounding areas. My thanks and appreciation to all of last year's participants who have committed to this year's event.

For more information about the community fair, please contact the Chamber Office at 262-786-5280 or email office@newberlinchamber.org.



UPDATES

Welcome New Businesses!

CHAMPION WINDOWS at 16560 W. Glendale Dr.;
KELLER WILLIAMS REALTY at 3830 S Moorland Rd.;
MOD PIZZA at 3721 S. Moorland Rd.;
GOFF'S at 2730 S. Sunnyslope Rd.;
WESCO DISTRIBUTION at 5475 S Westridge Ct.;

WAREHOUSE-LIGHTING.COM at 2805 S. 160th St.;
ATLAS COPCO at 16860 W. Victor Rd.;
MIDWEST FOOT & ANKLE at 15324 W. Beloit Rd.;
BLUE JAY COMMUNICATIONS at 2815 S. 171st St.;
BOBBLEHEADS PUB at 12785 W. Janesville Rd.;
PAPA JOHNS at 4915 S. Moorland Rd.;

SABERCOR at 2775 S. Moorland Rd.;
SPORTSCUTS at 14019 W. Greenfield Ave.;
FOLZ VENDING at 2736 S. 163rd St.;
ASIAN MASSAGE at 13827 W. Greenfield Ave.;
MATTRESS FIRM at 4911 S. Moorland Rd. and
ADVANTAGE REMODELING at 2345 S Commerce Dr.